

INTERNSHIP

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Location Massachusetts
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DESCRIPTION

I am looking for a qualified intern to support my marketing and overall growth efforts. Not just any intern... an intern who can participate in marketing, communications, and development work. I am seeking someone who is agile, creative and a detail focused, diligent & an independent thinker, as well as an excellent communicator. Someone who recognizes this is an opportunity to build their own professional footprint and create change, while honoring the goal of my business.

This intern should be prepared to work in a fast-paced team environment, and will finish the internship having gained broad experience in various aspects of marketing, communications, strategic planning, development and business. Occasional remote work will be possible once work plan is established. If you wish to receive credit from your University, you must provide me with the information and forms necessary to enable the accountability.

RESPONSIBILITIES MAY INCLUDE THE FOLLOWING:

- Assist in the creation of signage, circulars, mock ups, e-mail campaigns, on line promotion, etc.
Support presentation preparation, some email communications and research
Assist in the distribution or delivery of marketing materials
Assist with fulfillment of marketing offers
Assist with the design, preparation and execution of events
Perform analysis of marketing and sales data

Seek and analyze competitor marketing and sales materials both online

Enter content and information into content management systems
Provide support in online content and promotional efforts which include Facebook, Twitter
Maintain strategic support of marketing activities
Contribute to website redesign project in various ways
Monitor and post on blogs, forums, and social networks

Website and social media optimization
Keyword analysis
Cost benefit analysis

REQUIREMENTS

Looking for an undergraduate student or someone looking to capitalize on the opportunity of getting in front of people all over the Boston area. Prefer someone who is

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majoring in Business, Communications, Sales, Marketing or Advertising. This person should have excellent verbal and written communication skills, with extensive knowledge of Web and social media, along with 2 years of experience on the Web and a broad understanding of various markets. PowerPoint, Word and Excel experience is a bonus, and will be considered when choosing the best applicant for this internship position. Creativity and the ability to design and execute ideas is welcome here. This is an environment where you will be encouraged to try, where you will be given the opportunity to fail but be protected and learn how to grow from those experiences.

MAJORS

Marketing, Sales, Advertising, Computer Science, Language, Business,